



MANAGERS' MANIA

Task

Teams have to formulate a Business Plan for the launch of Electric Car with a definite amount which can do clear implementation.

Event Rules

- A team of minimum 2 and maximum 5 participants are allowed.
- Presentation in form of PowerPoint only for 10 minutes encompassing the entire Business Plan for the launch of Electric Car.
- Question Round at the end of the presentation by the eminent jury from corporate.
- The teams must adhere to the spirit of healthy competition.
- Organizers reserve the right to disqualify any team indulging in misbehaviour or violating any rules.
- Any team that is not ready at the specified time will be disqualified from the competition automatically.
- In case of any disputes/discrepancies, the organizers' decision will be final and binding.
- The organizers reserve the rights to change any or all of the above rules as they deem fit. Change in rules, if any will be highlighted on the website and notified to the registered teams.

Judging Criteria

- Is the Business Plan enclosed in adequate aspect?
- Are the statements logical and pragmatic?
- Is the team paying attention on its target market?
- Can this Business Plan attain a leadership place in its market?
- Is the Business Plan justifiable from competitors?
- Do the Financial characteristics exhibit that the team understands its Business?
- Are promotional tools standing in the Business Plan?
- The decision of the jury is final for the results.

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